

Listing of Claims:

Claims 1 -27 (Canceled)

28. (Currently Amended) A process for the manufacture of a reflection transfer and for applying the transfer to a substrate, comprising the steps:

initially providing an adhesive-repellent base medium;

applying a transfer adhesive on the base medium, wherein the transfer adhesive is at least one of heat sensitive and pressure sensitive;

applying an intermediate ink layer onto a side of said transfer adhesive opposite said base medium;

applying a reflection ink layer comprising a plurality of reflection particles directly onto said intermediate ink layer, wherein said reflection particles are added to the reflection ink before applying the reflection ink on the-intermediate ink layer wherein at least one of said transfer adhesive, said intermediate ink layer and said reflection ink layer form a motif, and wherein said motif is printed with a plan view of its correct side onto said adhesive repellent base medium;

drying the transfer such that at least some of the reflection particles are raised above the reflection ink layer;

wherein said intermediate ink layer is not clear translucent;

removing said adhesive repellent base medium to form an open face on said reflection transfer;

applying said open face of said reflection transfer onto said substrate; and

~~forming~~ adhering the reflection transfer on said substrate wherein said face on the opposite side of said open face, is a correct side of said transfer to accord with said motif desired.

29. (Currently Amended) A process for the manufacture of a reflection transfer and for applying the transfer to a substrate comprising the steps:

initially providing an adhesive-repellent base medium;

applying onto the base medium one of a) a transfer adhesive/reflection ink mixture containing a plurality of reflection particles and b) a colored transfer adhesive which contains a plurality of reflection particles of the reflection transfer;

wherein at least one of the transfer adhesive/reflection ink mixture and the colored transfer adhesive is not clear translucent and also forms a motif, and wherein a correct side of said motif is printed onto said adhesive repellent base medium;

drying the transfer such that at least some of the reflection particles are raised above the mixture;

removing said adhesive repellent base medium to form an open face on said reflection transfer;

applying said open face of said reflection transfer onto said substrate; and

~~forming~~ adhering the reflection transfer on said substrate wherein said face on the opposite side of said open face, is a correct side of said transfer to accord with said motif desired.

30. (Currently Amended) A process for the manufacture of a reflection transfer, and for applying the transfer to a substrate comprising the steps:

initially providing an adhesive repellent base medium in a screen printing machine;

applying a transfer adhesive on the base medium, wherein the transfer adhesive is at least one of heat sensitive and pressure sensitive;

applying a reflection ink layer comprising a plurality of reflection particles directly onto said transfer adhesive wherein said reflection particles are added to the reflection ink before applying the reflection ink on the transfer adhesive wherein said reflection ink layer forms a motif, and wherein a correct side of said motif is printed onto said adhesive repellent base medium;

drying the transfer such that at least some of the reflection particles are raised above the reflection in layer;

removing said adhesive repellent base medium to form an open face on said reflection transfer;

applying said open face of said reflection transfer onto said substrate; and

wherein said transfer adhesive is not translucent and wherein said face on the opposite side of said open face, is said correct side of said transfer to accord with said motif desired.

31. (Previously Presented) The process as in claim 30, wherein said step of applying said transfer adhesive to said base medium comprises applying said transfer adhesive via a screen printing process.

32. (Previously Presented) The process as in claim 28, further comprising the step of applying said reflection transfer to a substrate by using a transfer press.

33. (Previously Presented) The process as in claim 29, further comprising the step of applying said reflection transfer to a substrate by using a transfer press.

34. (Previously Presented) The process as in claim 28, wherein the process proceeds sequentially in the order in which the steps are presented.

35. (Previously Presented) The process as in claim 29, wherein the process proceeds sequentially in the order in which the steps are presented.

36. (Previously Presented) The process as in claim 30, wherein the process proceeds sequentially in the order in which the steps are presented.

37. (Currently Amended) A process for the manufacture of a reflection transfer and for applying the transfer to a substrate, comprising the steps:

initially providing an adhesive-repellent base medium;

applying a transfer adhesive on the base medium, wherein the transfer adhesive is at least one of heat sensitive and pressure sensitive;

applying an intermediate ink layer onto a side of said transfer adhesive opposite said base medium;

applying a reflection ink layer comprising a plurality of reflection particles directly onto said intermediate ink layer, wherein said reflection particles are added to the reflection ink before applying the reflection ink on the intermediate ink layer wherein at least one of said intermediate ink layer and said reflection ink layer form a motif and wherein a correct side of said motif is printed onto said adhesive repellent base medium;

drying the transfer such that at least some of the reflection particles are raised above the reflection ink layer;

wherein said intermediate ink layer is not clear translucent; and

wherein said adhesive repellent base medium is configured to be removable to form an open face on said reflection transfer, said open face for application to a substrate wherein said face on the opposite side of said open face, is said correct side of said transfer to accord with said motif desired

38. (Currently Amended) The process as in claim 28, wherein said reflection ink layer ~~forms~~ has a face on an opposite side of said open face to form a reflective surface on said substrate after said open face is applied to said substrate.

39. (Currently Amended) The process as in claim 29, wherein said reflection ink layer ~~forms~~ has a face on an opposite side of said open face to form a reflective surface on said substrate after said open face is applied to said substrate.

40. (Currently Amended) The process as in claim 30, wherein said reflection ink layer ~~forms~~ has a face on an opposite side of said open face to form a reflective surface on said substrate after said open face is applied to said substrate.

41. (Currently Amended) The process as in claim 37, wherein said reflection ink layer ~~forms~~ has a face on an opposite side of said open face to form a reflective surface on said substrate after said open face is applied to said substrate.

42. (New) A process for the manufacture of a reflection transfer and for applying the transfer to a substrate, comprising the following steps in order:

initially providing an adhesive-repellent base medium;

applying a transfer adhesive on the base medium, wherein the transfer adhesive is at least one of heat sensitive and pressure sensitive;

applying an intermediate ink layer onto a side of said transfer adhesive opposite said base medium;

applying a reflection ink layer comprising a plurality of reflection particles directly onto said intermediate ink layer, wherein said reflection particles are added to the reflection ink before applying the reflection ink on the-intermediate ink layer;

drying the transfer such that at least some of the reflection particles are raised above the reflection ink layer;

wherein said intermediate ink layer is not clear translucent;

removing said adhesive repellent base medium to form an open face on said reflection transfer;

applying said open face of said reflection transfer onto said substrate; and

adhering the reflection transfer on said substrate such that said reflection ink layer has a face on an opposite side of said open face to form a reflective surface on said substrate after said



open face is applied to said substrate wherein a side opposite the side with the open face forms the correct side for displaying a motif.